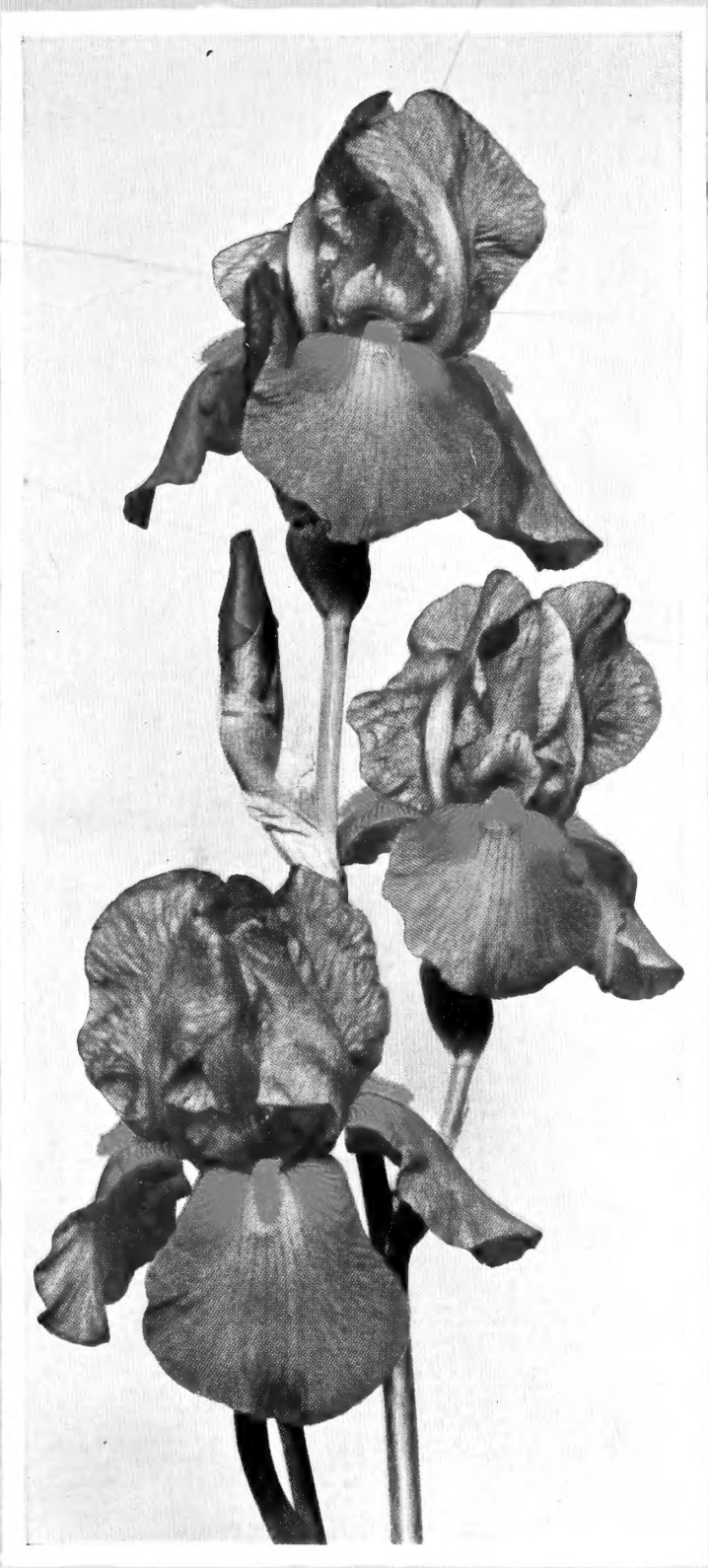


Historic, archived document

Do not assume content reflects current
scientific knowledge, policies, or practices.

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★ JUN 14 1941
U. S. Department of Agriculture



1941

GRAND CANYON

Coolley's
GARDENS
SILVERTON, OREGON



ARCTIC (Kleinsorge, 1940)

Introduced last year, this new iris has proven to be one of the very finest things that has ever come out of our catalog, or out of Dr. Kleinsorge's garden. White flowers, and especially those of a creamy tone, have a tendency to photograph toward yellow in Kodachrome, and for that reason the color plate at the left actually has too much yellow in it. Really, Arctic is more nearly white, except at the center and the edges of the falls. The form and general character of the flower, however, is clearly shown, and at least a fair idea of its color and great beauty may be had. Remarkable branching makes possible a half-dozen foamy blossoms open at one time.

Each \$7.50

AWARDS OF THE AMERICAN IRIS SOCIETY FOR 1940

DYKES MEDAL

VARIETY	ORIGINATOR
<i>First Choice</i>	
WABASH	Williamson
<i>Second Choice</i>	
GOLDEN TREASURE	Schreiner

AWARD OF MERIT

American Varieties—Tall Bearded

Great Lakes	Cousins
FAIR ELAINE	Mitchell
GOLDEN MAJESTY	Salbach
SABLE	Cook
MATTERHORN	J. Sass
MOUNT WASHINGTON	Essig
FRANK ADAMS	Lapham
LIGHTHOUSE	Salbach

Other Than Tall Bearded

Ormohr	<i>Hybrid</i>	Kleinsorge
SOME LOVE	<i>Hybrid</i>	White

Foreign Varieties

CAMEROUN	Cayeux
FLORENTINE	Cayeux

HONORABLE MENTION

Tall Bearded

VARIETY	ORIGINATOR
Aztec Copper	Kleinsorge
BALMUNG	H. P. Sass
BROWN THRASHER	Kirkland

HONORABLE MENTION—Continued

VARIETY	ORIGINATOR
BUTTERCUP LANE	Hall
CAROLINE BURR	Smith
DUBROVNIK	Williamson
EDWARD LAPHAM	Lapham
FLORA CAMPBELL	Hill
GARDEN FLAME	H. P. Sass
GOLDEN FLEECE	J. Sass
GOLDEN SPIKE	Whiting
INVICTUS	Hall
LORD DONGAN	Smith
MARY E. NICHOLLS	Nicholls
MELITZA	Nesmith
MOON MIST	Washington
Old Parchment	Kleinsorge
PATRICIA	H. P. Sass
Red Gleam	Lapham
RED VALOR	Nicholls
SHAWANO	Williamson
SONNY BOY	Kirkland
Stained Glass	Wilhelm
STARDOM	Hall
SUNDANCE	Nesmith
THE ADMIRAL	Hall
THE DARB	Grant
THE GUARDSMAN	Grant
VIOLET SYMPHONY	Smith
WEST POINT	Nicholls
WHITE PRINCE	Douglas

New! . . . FOR 1941

Herewith we present three new irises originated by Dr. R. E. Kleinsorge. He began to hybridize irises almost twenty years ago, and his efforts have borne fruit in such well known things as Itasca and Kalinga; the lovely blend, Far West; Treasure Island, the fine big yellow; the giant hybrid Ormohr; reds, as Rebellion and Red Velvet; splendid whites, among them Arctic, Birchbark and Sierra Snow; and of late a whole series of unmatched blends, notably Aztec Copper, Buckskin and Old Parchment. These things are sought after by iris connoisseurs throughout the nation, and awards of the American Iris Society attest to their real merit.

FORTUNE, GRAND CANYON and DAYBREAK are distinct and outstanding additions. They were selected last year as the cream of the crop of a host of wonderful blends.



FORTUNE

DAYBREAK

Each \$10

A huge golden pink, with slight undertones of copper. The flowers are well shaped, with closed standards and falls that are semi-flaring, but there is a suggestion of ruffling in the entire blossom. This iris might be visualized as a giant Noweta, of perfect form and with more intense coloring. It has excellent branching and the stems are three to four feet tall. The name is most appropriate, and we regret that our color plate could not be completed to include in this year's catalog.

FORTUNE

Each \$10

Solid and uniform old gold, a flower of startling size and of broadly spreading form. The color is not dull, as one might expect from old gold, but it is very much alive due to a peculiar overlay of "rusty red," which seems to come from nowhere but is apparent in all parts of the flower. This iris is a pronounced self from top to bottom, and it carries remarkably well in the garden. Of medium height, the gigantic blooms are on a level that permits full observation of their size and beauty. 30 to 36 inches.

GRAND CANYON

Each \$10

Shown on the cover, an odd blend of rather deep tones of plum and copper and gold. Entirely different from any iris we have ever introduced, it calls to mind the new French iris Charlotte Millet, but is deeper and far more colorful. As will be noted in the color plate, this iris possesses attractive form in its suggestion of ruffling without loss of balance. An iris to be admired at close range, and one which we surmise would be especially suited to bringing indoors and associated with oriental rugs. About 40 inches tall, perfectly branched, and it flowers over a very long season. The individual blooms are of very large size and hold up splendidly in any weather.



MODISTE

The 2nd UNOFFICIAL IRIS SYMPOSIUM

Conducted by KENNETH D. SMITH, Staten Island, New York

LAST YEAR we printed a list of 50 "best iris" as compiled from a list assembled through the efforts of Kenneth D. Smith, a prominent member of the American Iris Society and an accredited judge of the organization. His list was arrived at by sending a questionnaire to 50 judges of the Society, most of whom had visited regions outside their own, and requesting them to send in their list of the best 50 irises in commerce, which they had seen, preferably in various locations, and regardless of year of introduction or of color classification. Thirty-three judges answered the request, and the composite vote resulted in the first so-called Unofficial Symposium.

The experiment aroused great interest, and excited much comment both pro and con. It proved so popular that Mr. Smith again took up the venture this season, and we submit the result of his findings.

73 Accredited Judges of the American Iris Society sent in ballots denoting their preference of the 50 best irises. 26 of the judges did not visit outside their own region and 20 made trips into the adjoining region only. Taking the composite list from all 73 judges, the following 99 varieties received ten or more votes and are listed in the order of total votes for inclusion within the selected group of 50 best. In other words, such a list could be regarded as a representative selection of the 100 best irises.

The inclusion of Ormohr between position 31 and 32 is due to the fact that technically it must be regarded as a hybrid, since it is a seedling of Wm. Mohr. However, it received a total of 35 votes and is therefore placed in its relative position.

	Number of Votes		Number of Votes		Number of Votes
1. Wabash.....	63	34. Morocco Rose.....	32	67. Mary E. Nicholls.....	18
2. Amigo.....	62	35. Radiant.....	32	68. Gudrun.....	17
3. China Maid.....	58	36. Shah Jehan.....	32	69. Mount Cloud.....	17
4. City of Lincoln.....	55	37. Ruth Pollock.....	31	70. Persia.....	17
5. Golden Treasure.....	52	38. Elsa Sass.....	30	71. Spun Gold.....	17
6. The Red Douglas.....	52	39. Golden Hind.....	29	72. Garden Flame.....	16
7. Sable.....	51	40. Louvois.....	29	73. West Point.....	16
8. Naranja.....	50	41. Snow Flurry.....	29	74. Brown Thresher.....	15
9. Great Lakes.....	49	42. Matula.....	28	75. Stella Polaris.....	15
10. Junaluska.....	48	43. Golden Fleece.....	27	76. Valor.....	15
11. Fair Elaine.....	47	44. Marquita.....	27	77. Florentine.....	14
12. E. B. Williamson.....	46	45. Ming Yellow.....	26	78. Rameses.....	14
13. Angelus.....	44	46. Old Parchment.....	26	79. Red Valor.....	14
14. Christabel.....	44	47. Aubanel.....	24	80. Violet Crown.....	14
15. Golden Majesty.....	44	48. May Day.....	24	81. Caroline Burr.....	13
16. Prairie Sunset.....	43	49. Tiffany.....	24	82. Chosen.....	13
17. California Gold.....	42	50. Balmung.....	23	83. Clarabel.....	13
18. Matterhorn.....	41	51. Yellow Jewel.....	23	84. Depute Nomblot.....	13
19. Shining Waters.....	41	52. Brunhilde.....	22	85. Miss California.....	13
20. Mount Washington.....	40	53. Ozone.....	21	86. Madame Louis Aureau.....	13
21. Gloriole.....	40	54. White Goddess.....	21	87. Monadnock.....	13
22. Copper Lustre.....	39	55. Easter Morn.....	20	88. Aztec Copper.....	12
23. Lighthouse.....	38	56. Golden Spike.....	20	89. Seduction.....	12
24. Missouri.....	38	57. Jasmania.....	20	90. Glen Ellen.....	11
25. Garden Magic.....	37	58. Siegfried.....	20	91. Orloff.....	11
26. Midwest Gem.....	37	59. Stardom.....	20	92. The Bishop.....	11
27. Sierra Blue.....	37	60. Blue Spire.....	19	93. The Guardsman.....	11
28. Cheerio.....	36	61. Moonglo.....	19	94. Waverly.....	11
29. Frank Adams.....	36	62. Royal Coach.....	19	95. Copper Crystal.....	10
30. Rosy Wings.....	36	63. Sonny Boy.....	19	96. Melitza.....	10
31. Red Gleam.....	35	64. Dubrovnik.....	18	97. Pale Moonlight.....	10
Ormohr.....	35	65. Happy Days.....	18	98. Stained Glass.....	10
32. Snowking.....	34	66. Jean Cayeux.....	18	99. Treasure Island.....	10
33. Exclusive.....	33				

GARDEN CLUBS . . .

Show your members the Colored Iris Movie!



WE AGAIN call to the attention of garden clubs throughout the country the natural color, 16 mm. Kodachrome iris movie, "IRIS TIME." During the past two years this program has been shown by almost one hundred garden clubs in all but five or six of the forty-eight states. Favorable comments have been coming to us constantly during its itinerary.

Much of the original footage has been replaced with absolutely new film taken during the past season. Experience and improved photographic materials have enabled us to secure some of the finest colored reproductions of modern irises, and for those who cannot, or do not have an opportunity to see the newer creations, this film is a genuine treat.

This is not an advertising film in the usual sense, and it contains no actual advertising. The scenes were taken in our gardens and fields during the blooming season and also in those of Dr. Kleinsorge, the hybridizer. They show iris in mass in beautifully landscaped surroundings, individual specimens of a host of the newest novelties, close up and in detail, and many unintroduced new seedlings.

There are scenes taken in the fields at digging time, showing the harvesting of rhizomes for shipment, and the proper method of division and transplanting.

Among the novelties which are thrown on the screen before your eyes are the following: *Prairie Sunset, Matterhorn, Morocco Rose, Ming Yellow, Royal Coach, Louvois, Ormohr, Miss California, Sable, Wabash, Radiant, Golden Treasure, Modiste, Fair Elaine, Tiffany*, and many many others.

The rental fee is \$5 payable in advance. Due to close proximity of bookings, it is necessary to ship by air express in some instances, to make connections, and we suggest that you arrange for reservations as far in advance as possible. The total running time for the entire program is about forty-five minutes. Clubs must obviously furnish their own projector and screen. Any further information may be had by writing us.

THE CHARM OF AN IRIS GARDEN

lies in the fact that it is never finished! Always there is something new, something different, something better. And this is only natural, for progress and improvement go hand in hand. Happily for you who choose the iris as your hobby flower, the hybridizers never fail to come up each year with an array of interesting and beautiful new creations, awaiting the chance to grace your garden.

TERMS, TIME OF SHIPMENT, ETC.

SHIPMENTS will be made beginning about June 20th. If you wish your order sent later, or on any specific date, we shall carry out your instructions.

TRANSPORTATION is by prepaid express or parcel post, whichever we deem most expedient. Be sure and state your express office, if different from postal address. We pack in dry excelsior in well ventilated cartons and guarantee safe delivery to point of address.

TERMS are cash with order, either check, draft or money order. We do not advise the enclosure of currency with your order.

WE GUARANTEE all plants to be true to name, first size, free from disease and pests, and to reach you in a live and healthy condition. Should any prove otherwise, they should be promptly returned to us and we will make immediate adjustment.

We have never had an iris borer!

ALASTOR Each \$7.50

A newcomer from England and one of the very few exceptional irises originated there in recent years. This is a beautifully formed flower in deep pink tones, pronouncedly golden in the center, and with a golden hazel brown haft. Limited stock.

ALINE Each 35c

A truly lovely clean pure blue, large in size, on tall stems. Possesses an unusual enamel-like lustre.

ALLUMEUSE Each \$2.50

A gorgeously colored new thing from the originator of Gloriele and Rosy Wings, Mr. Gage. A greatly improved Sir Michael, with mahogany falls and bright violet standards, set off by a fiery orange beard. Height 45 inches.

AMENTI Each 25c; 3 for 50c

Grayish vinaceous standards, light mauve falls, pale yellow beard. An odd blend somewhat like Pres. Pilkington. Large and a fine grower.

AMIGO Each \$1.00

A very richly colored iris with light bluish violet standards and deep purple falls margined white. The contrast is very striking and resembles the most velvety pansies. See page 11.

AMITOLA Each 40c

A blend of pink and rose, larger and more delicately colored than Rameses. The central portion is overlaid with gold and russet.

ANAKIM Each 50c, 3 for \$1

A bold and very tall lavender self, one of the parents of the famous Ormohr. Not a fast increaser, we have been able to offer it only in alternate years. Not recommended for severe climates.

ANITRA Each 75c; 3 for \$1.50

A silvery sky blue, pure in color, of great size and beautiful form. Possibly the best blue origination from the Sass Brothers.

ANNE MARIE CAYEUX Each 25c; 3 for 50c

Well known French variety with enamel finish and lovely flowers in subdued tones of pearl, smoke, and soft blue. Very popular and a fine grower.

ARCTIC Each \$7.50

A new white and gold iris of gigantic proportions in flower, stalk and foliage. Of perfect form, with ruffled but closed standards and broad falls that are as smooth as white enamel. There is an area of bright yellow throughout the center of the flower that reminds one of Golden Treasure, but this iris is gleaming creamy white instead of creamy yellow, and the contrast is most striking. Established plants will produce spikes four feet and over in height, with as many as six open flowers at one time. A Kleinsorge introduction of 1940. See page 2.

AT DAWNING Each 50c

Appropriately named flower of huge size, arbutus pink and brilliant rose, light yellow at the throat, with pearly suffusion in the standards.

AUBANEL Each \$2.50

New pink blend from France, shrimp pink in general tone, with yellow center. An improvement on the Frivolite type. Very limited stock.

AUTUMN FROST Each 25c; 3 for 50c

The very finest fall blooming white, clean in color and very rapid of increase. It has golden markings in the center of each fall.

AVONDALE Each 35c

Subdued shades of violet and copper, with a very vivid orange beard and inner glow. An iris which has attained great popularity for its unique color and general excellence.

AZTEC COPPER Each \$10.00

Kleinsorge introduction of 1939. A rare and subtle blend of smokey violets and delicate coppers, blended and washed together in lovely harmony to baffle description. Positively huge, with broad hafts and leathery substance, wonderfully branched. 36 to 40 in. See it on page 11.

BALMUNG Each \$8.00

Just about the finest, in our opinion, of all the Sass series of yellow plicatas. A more yellow Siegfried, with better form and carriage. Much larger than others of this series, with tall stems and good habits. Clean markings of brown etch both standards and falls.

BERMUDA SAND Each \$4.00

A glorified and gigantic Jean Cayeux, both standards and falls heavily ruffled. Deeper in color than Jean Cayeux, a light coffee tan with a glint of gold. Freshly opened blooms are reddish gold. Strong growing with clean broad foliage and sturdy bloom stalks, it is one of the famous seedlings from David Hall of Wilmette, Illinois. Shown on page 11.

BIRCHBARK Each \$1.50; 3 for \$3

A white from Dr. Kleinsorge, introduced last year. A very large flower, the falls broadly spreading and with a pronounced rounded shape. Solid clean white, with a very cool inner glow. Of medium height, to three feet, with splendid branching. One of the parents of "Arctic."

BEOWULF Each 50c

True maroon red, with a brownish undertone of exceptional velvety richness. A seedling of Grace Sturtevant, large, early blooming and well branched.

BLUE DANUBE Each 50c

A rich deep blue self, with blue tipped beard. Very large in size, with widely flaring falls. An English introduction.

BLUE PETER Each \$1.00

Very deep and rich blue-purple bi-color, a much darker iris than one would expect from the name. Almost a self in effect, the falls near mid-night blue in their intense velvety. The beard is golden bronze.

BLUE SPIRE Each \$1.50

A four-foot medium blue self, clear and sparkling, of extra fine form. This is one of the best of the famous Milliken blues. Awarded an H. M. in 1939.

BONANZA Each \$2.50

Most yellow of all the new type plicatas, with very rich ground color and thick veining of brown on the standards, less on the falls. A rapid growing and prolific flowering variety.

BRIDAL VEIL Each 75c

Clean silky white, with lemon beard and lemon yellow in solid pattern at the margin of the falls. Distinct and chaste in appearance.

BRUNHILDE Each 50c; 3 for \$1

Very dark uniform violet-blue self, including an unusual blue beard. A most regal iris of great color intensity, with splendid stems and widely flaring blossoms.

BUCKSKIN Each \$3.00

Bearing a most appropriate title, this iris is by far the best tan in our entire collection. The stalks rise to a height of four feet, bearing close to a dozen great blooms with large closed standards and wide flaring falls. Practically a self in color, it makes a magnificent companion to the blue of Great Lakes. Note the perfection of form in the picture on page 8.

BURNING BRONZE Each 35c

A dark but blazing metallic red, a flower of great size, and one which has carved a favorable name for itself these past several seasons. It differs from most other reds in its bronzy finish. See page 13.

CAFE AU LAIT Each \$1.00

Soft creamy tan blend, with orange and gold shading. A seedling from the late Sam Graham, of Rome, Georgia. Tall and well branched, medium in size.

CALCUTTA Each \$2.00

Tall and imposing flower in delicate cocoa-brown tones, entirely overlaid with a bluish veil. Of bold growing habit, widely branched, carrying more than a dozen blooms per stalk.



BUCKSKIN

CALIFORNIA GOLD

Each 25c

By all odds the best value in a yellow iris at anywhere near the price. It is an easy grower and free bloomer, deep glittering yellow of very-large size, and surpasses everything in its color except the recent novelties. We have a huge stock, hence the low price.

CASQUE D'OR

Each \$2.00

Deep old gold standards, considerably ruffled, with greenish mid-ribs. Falls are richest blackish maroon. A brighter and more striking edition of El Tovar.

CHARLOTTE MILLET

Each \$8.00

A new thing from France and one which created quite a stir last season. The color is bright reddish lilac in a shade that is both novel and beautiful. Very few plants.

CHARM

Each \$1.00

Quite a different tone of strawberry red, a bit lighter than most other reds, and with a slight smoky wash that seems to restrain the color. It is large in size, blooming somewhat late.

CHOSEN

Each \$5.00

The great new yellow from Southern California. Of tremendous size, solidly colored metallic yellow, even the beard being the same uniform shade.

CHRISTABEL

Each \$1.50

Red . . . and it will not disappoint the most exacting critic. For sheer brilliance we rank it second only to the new Red Gleam from Mr. Lapham, the same originator. Glorious as a garden clump, almost a self, of large size, over 3 feet tall.

CITY OF LINCOLN

Each \$3.00

Brightest, largest, and surely the finest of all variegatas. Clear golden yellow standards, broad fiery red falls, startling in their contrast. Of bold habit, one of the triumphs from Hans Sass.

COPPER LUSTRE

Each 50c

Entirely different from all others, its great popularity has resulted not only from the odd and beautiful copper tone of its flowers, but also from the fact that it performs well in all sections of the country. It positively glows in its bright copper, gold, and pinkish tan blendings. Dykes Medal, 1938. Now sold at a price that will permit everyone to own it. Shown on page 12.

COPPER PIECE

Each \$1.00

A very bright reddish toned iris with distinct copper shadings below the beards. Of medium size, it is a unique thing as to color.

CORINTHE

Each \$1.00

A huge purple self, bishop's violet by Ridgeway, with an almost white beard, blooming at the very last of the season.

CORONET

Each \$3.00

Soft rose beige with a golden tone, a new color and one of the outstanding recent introductions from David Hall, of Chicago. It is tall, widely branched, with fine flowers of large size.

CRYSTAL BEAUTY

Each 25c

Tall, clean white from the Sass Brothers, hardier than Purissima, giving somewhat the same garden effect. 40 inches.

DAYBREAK

Each \$10.00

The new golden pink introduction from Dr. Kleinsorge. Detailed description on page 3.

DEEP VELVET

Each \$10.00

A striking Salbach introduction of 1939, one of the richest and best dark irises we have yet seen. Self colored in very dark, yet bright, blackish red purple, with perfectly formed blossoms of very large size. Brownish suffusion at the haft, with deep bronze beard.

DERRILL HART

Each \$5.00

A very new thing which might be described as a brighter but deeper colored Depute Nomblot. Standards are rose shot with bronze, the falls deep velvety wine. Tall and of heavy growth.

DESTINY

Each 75c

A great heavy flower of deepest blackish bronze purple, with rich golden beard. From New Zealand, and it ranks as one of the truly fine novelties not recently produced in this country—there are so few of them.

DIRECTEUR PINELLE Each 50c

The color is richest maroon purple, with bronzy undertone, and few irises are of greater size. Newly opened blossoms are almost black. Of splendid form and perfect branching habit.

DUBROVNIK Each \$3.00

Brilliant rosy blend, richly toned with gold. A huge flower, very colorful because both the rose and gold are pronounced and strong, even though blended. Standards shade to buff at the base, and there is a bluish center on the fall. An iris with great carrying quality in the garden.

E. B. WILLIAMSON Each \$3.00

Glowing coppery red blend, a deeper and redder effect than Rosy Wings. Not to be confused with either the reds or the coppers, it stands in a special niche all its own. Large flowers of silky texture, fragrant, on 3-foot stems. Awarded the Gold Medal as finest iris in the Rome, Italy, trials.

ELEANOR ROOSEVELT Each 25c; 3 for 50c

The most famous and most reliable fall blooming iris. Blackish silky violet purple, with blue beard. Tremendous increaser and heavy bloomer.

ELLA WINCHESTER Each 50c

Rich mahogany red self with very long velvety falls. Absence of haft markings gives it great depth of color.

ELSA SASS Each \$12.00

An entirely new shade of yellow, clear sulphur, with a greenish cast in its depths and a near white blaze near the haft. The blossoms are of large size, rounded in form, and slightly frilled at the edges. One of the most startling things ever released by the Sass Brothers. Few plants.

EL TOVAR Each 50c

A gorgeous variegata blend, in rich brown yellow and blackish maroon with a yellow glow at the heart. An effect of molasses and honey, with a drop of gold at center.

EROS Each 25c

Very tall salmon colored self, possibly the nearest to this color ideal that has ever been offered. The throat is lit with gold, giving it a special brilliance.

ETHEL PECKHAM Each 35c

Large, perfectly formed flowers of a brilliant reddish tone. At the time of its introduction it was far in advance of all other reds. It throws up a few occasional stalks throughout the summer and fall.

ETHELWYN DUBUAR Each 25c; 3 for 50c

Long one of the best and most reliable lilac pinks, with very large flowers of a uniform shade, set with lemon beard. Very pink in effect when planted with either blue or purple sorts

ETHIOP QUEEN Each \$5.00

We hear a lot about "black" irises; this is surely a near approach, with standards of deep blackish violet, and falls practically coal black. Substance is extra heavy and velvety, with a glistening sheen.

EVELYN PULLAR Each \$2.00

A real winter bloomer, but actually a tall bearded iris in two tones of pale blue with bright yellow beard. Protected from snow and freezing weather by a box-like frame, it will produce huge stalks of lovely flowers throughout mid-winter.

EXCLUSIVE Each \$1.00

A soft powder blue self, quite different from all other blues. Tall and stately, with blooms of perfect form and thick enamel finish. Just a suggestion of yellow in the center to liven it up.

FAIR ELAINE Each \$8.00

Standards are almost cream, the falls an emphatic yellow set off with a most fiery orange beard. This and the new Elsa Sass are truly distinct innovations in the field of yellow iris, now becoming so crowded.

FAR WEST Each 75c

One of the loveliest of all blends, a rare medley of salmon and golden sand, of coral and henna, with a soft glow at the heart. It is of bold and sturdy growing habit, the big blooms well spaced on fine stalks reaching 40 inches in height. A great bargain at this price. Shown on page 18.

FLORA CAMPBELL Each \$5.00

A new russet red, Etruscan red of Ridgeway, from H. M. Hill of La-fontaine, Kansas. Without prior fanfare this newcomer last year turned out to be one of the iris nuggets of 1940. A coppery red on the order of E. B. Williamson, smooth and velvety, with fiery brilliance.

FLORENTINE Each \$5.00

A plicata that is really different! The white ground color is entirely dotted with soft blue, with such an overall effect that the flower seems quite submerged in flaky blue dust. Enormous in size, with good branching. From Cayeux.

FORTUNE Each \$10.00

The giant old gold which we are introducing this season. See page 3.

FRIEDA MOHR Each 25c; 3 for 50c

A huge violet pink that certainly ranks as one of the greatest irises of all time. Its great size and height keep it in demand year after year.

FRIVOLITE Each 25c; 3 for 50c

Shrimp toned pink, a floriferous iris on tall thin stems, especially adapted to mass planting for garden value.

GARDEN MAGIC Each \$3.00

A magnificent deep, glowing, velvety red. For the past two or three years this has been generally recognized as the finest red in existence. The new Red Gleam is of a lighter tone, not quite so large, and a nearer approach to true red. Garden Magic is quite late, tall, a big blossom, and wonderfully rich without haft markings.

GENEVIEVE SEROUGE Each 30c

Of soft pastel shades, tan in the standards and with a faint blue flush, the falls misty blue with edge of honey yellow. Vigorous grower, reaching almost four feet.

GLORIOLE Each 40c

An iris of huge size with pale blue petals overlaid with frosty crystal-like particles. Wonderfully well formed and a noble flower. Height 40 inches. Color sometimes called "ice blue."

GOLDEN BOW Each 35c

An intermediate, perfectly clear rich yellow, a rapid grower. This is by far the finest yellow in its class.

GOLDEN GLOW Each \$2.00

One of the last introductions of Quality Gardens. A uniform deep yellow self.

GOLDEN HELMET Each 50c

A huge King Tut, with very ruffled standards and oxblood red falls, waved at the tips. Velvety texture, a rich bit of color.

GOLDEN HIND Each 90c

No yellow iris in commerce contains the rich deep buttercup tone of this English origination. A vivid red-orange beard gives it extra brightness.

GOLDEN LIGHT Each 25c

A highly ruffled and very free flowering cinnamon-orange-buff affair. It completely displaces the older Euphony, and can be had at a remarkably low price. Fine for cutting and for garden effect. See page 17.

GOLDEN MADONNA Each \$5.00

An Essig-Salbach introduction of 1940, creamy white and soft primrose combination, hardly to be classed with the yellows but rather as a cream. Very large, with domed standards and semi-flaring falls. 40 inches in height.

GOLDEN MAJESTY Each \$5.00

The uniformly colored deep yellow from Salbach. Flowering in many parts of the country last year, it proved to be all that was claimed for it and we endorse it as one of the three or four top yellows available. The flowers are large and of thick substance, hold their color, and the plant is a good grower and fine increaser.

GOLDEN TREASURE Each \$1.00

Solid deep cream, but with an outpouring of rich golden orange all about the central portion of the flower. Tall, perfectly branched, very floriferous, it will stand out in a planting of hundreds of varieties. Shown in color on page 15.

GOOD CHEER Each \$1.00

Clear orange yellow standards, falls the same but heavily overlaid with red-brown. You will find this quite different from other variegatas, a standout as a garden highlight.

Do you have the booklet "*Let's Talk About Iris?*"

24 pages, tells everything you want to know about this absorbing subject . . . culture, diseases and pests, how to grow seedlings, all about the American Iris Society. It's free to all who ask for it, but we request that you enclose a 3-cent stamp to cover mailing costs.



GREAT LAKES

JEAN CAYEUX

Each 35c

A smooth, soft, light buff, described by some as "coffee colored." The stems are tall and well balanced in branching with a long season of bloom. A very distinct iris. See page 13.

JEAN LAFITTE

Each \$1.00

Standards coppery rose, domed; falls broad and semi-flaring, rose with a coppery undertone. A well branched and colorful iris from the introducer of Mary Geddes.

JEB STUART

Each 50c

Deep blackish maroon brown, with rich orange beard. A great improvement on Grace Sturtevant, being larger, taller and of much better form.

JELLOWAY

Each \$2.00

This yellow is as deep in tone as Golden Hind. It is preferred by some because of its larger size and greater height, but it is not so perfect in form. Few plants.

JERRY

Each 25c

A bright ruby red iris of medium size and splendid growing habits. It increases fast, and is a heavy bloomer.

JOYCETTE

Each 35c

An extra late deep blackish red with an undertone of rich mulberry. The stalks are tall and sturdy, the blooms practically self colored.

GRACE MOHR

Each \$2.00

A seedling of William Mohr, with widely flaring falls and tall stems reaching to 40 inches. The color is not much different than that of Ormohr, but the flower is of different shape and a bit earlier.

GRAND CANYON

Each \$10.00

Illustrated in color on the cover and offered for the first time on page 3.

GREAT LAKES

Each \$2.50

A new clear blue self, produced in Canada by Lyman Cousins, of London, Ontario. A broadly spreading regal type of flower, with handsome foliage and finely branched 4-foot stalks. Color is about the same shade as Shining Waters. H.M.A.I.S. 1939.

GUDRUN

Each 35c

Heavily textured enormous white, with petals like those of a magnolia. A warm or creamy white, with brilliant orange beard and a slight gold dust sprinkling over the entire bloom. A constant winner at the shows.

HAPPY DAYS

Each 25c

A giant of a flower, smooth light yellow in color. Inclined to lush growth and in severe climates should be afforded some protection, but it amply rewards this extra care. For years it has commanded a rather high price, but we can now supply it at a figure any gardener can afford.

IMPERIAL BLUSH

Each 25c

Tall free flowering blush pink, reaching 40 inches in height. This does not carry any of the yellow influence of most pinks, but a lemon beard adds an interesting touch.

INCOGNITO

Each \$3.00

Dark and swarthy, a rich and velvety blackish purple. It has the shape and carriage of Legend, but is darker in tone and more of a self. Over four feet tall in our garden, and one of our largest irises.

INDIAN HILLS **Each 50c; 3 for \$1**

Very brilliant light violet purple, brighter than Magenta and lighter in tone than Itasca. Rather long flowers, self colored.

ITASCA

Each 75c

Of the darkest, yet most vivid deep amethyst. A rounded bloom of silk-like texture and finish, with beard of soft brown overlaid blue. One of the loveliest things we have ever introduced, and it has never been equalled. Inclined to flower too freely—cut out some of the spikes when they are first forming and finer ones will result.

JASMANIA

Each \$1.00

The color is about that of a ripe banana! Near the center is a faint suggestion of light brown, and a still fainter flush of pale blue in the center of the falls. While not a clear yellow, it is nearly so, and is actually the more beautiful for its blended additions.

JUNALUSKA Each 60c

One of the finest novelties in commerce, a unique blend of red, copper, rose and gold. The effect is copper-red. An early bloomer, very tall and perfectly branched. A runner-up for the Dykes medal in 1938.

KALINGA Each 50c

Huge cream self, outstanding not only as an exhibition spike, but as a garden specimen as well. The broad spreading ivory-textured blooms generally come out in groups of three or four simultaneously, and each stalk will carry from twelve to fifteen blossoms.

KHORASAN Each 75c

New blended variegata, with peculiar auburn tinted falls flushed with violet. The standards are dull old gold. Petals are waved at the edges, very heavy in texture.

LADY PARAMOUNT Each 40c

A really magnificent flower in clear primrose yellow, with firm silken texture. It is one of the most stupendous in size of flower and foliage in our collection.

LA FERIA Each \$1.00

A unique blend of French grey and lavender. The flowers are very large, on 36-inch stems, but it is an iris to be admired at close range rather than for garden effect.

LANCASTER Each \$20.00

The latest triumph from Paul Cook, introduced through the Longfield Iris Farm of Bluffton, Indiana. A copper rose blend, which we have not seen, but it is declared to be a genuine prize by all those critics who have. We have only a few rhizomes.

LILIMANI Each \$1.50

On the order of Black Wings, taller and in general an improvement over this well known dusky iris.

LOUVOIS Each \$3.00

Brown, deep rich and velvety, like the lustrous fur of an animal. This new French sort has been one of the surprises of the past two years. Standards are a decided brown tone, the falls exceedingly dark brown, edged to match the standards.

MAID OF ASTALOT 50c; 3 for \$1

A white and blue plicata of the Los Angeles type, with stitching on the haft only. Tall, well formed and hardy.

MARCO POLO Each 75c

A beautiful and striking red iris bred by Robert Schreiner in St. Paul. The standards are bright rose, the falls vivid crimson. Beard is orange yellow and there is no veining at the haft. A lighter and brighter red than Cheerio.

MARGARET ROWE Each 75c

A deep old rose self, set off by a brilliant gold beard and haft. One of the many fine things from Dr. Ayres, of Cincinnati.

MARQUITA Each 50c

A well named iris in brilliant ivory yellow, with ochraceous maroon veinings on the falls. Standards are ivory deepening to sulphur at the base. Falls are the same color, but are entirely lined maroon. Always a sellout.

MARVELOUS Each \$2.00

A gay combination of bright yellow with red lines streaking through it. Quite tall and very large, it was one of the favorites of Chancellor Kirkland, the originator.

MARY GEDDES Each 25c

A garden effect of salmon-orange, actually an ochraceous salmon with deeper stained falls. A former Dykes medal winner and one of the most popular irises of all time.

MATTERHORN Each \$6.00

The most beautiful and cleanest white we have ever seen. It does not displace Snowking, for they are entirely different in type, the latter big, bold and imposing, while Matterhorn is delicate despite its large size—ladylike, one might say. Pure white, even the beard is cream. Very well branched, 40 inches tall.

MATULA Each \$5.00

A beautiful blend of brilliant rose, rich orange, crimson and buff. This is one of the latest sensations from those wizards, the Sass Brothers. The flower is very large, with long falls that are waved and crimped, as are those of Midwest Gem. This makes a mighty handsome pair.

MAYA Each \$1.50

Strawberry or rose-red self, with velvety falls blended with copper at the haft. A distinct and different iris of large size and on fine stems.

MAY DAY Each \$10.00

Declared to be the finest apricot-salmon thus far originated. Self colored in standards and falls, it has a suffusion of burnished copper and a very bright orange beard. A large bloom on husky stalks. Very few plants.

MELDORIC Each 35c

Huge blue-black self, one of the richest and most striking irises ever introduced. Neither a rapid increaser nor a free flowerer, it rewards the owner with spikes of bloom that are well worth waiting for.

MIDWEST GEM Each \$2.00

One of the very best new Sass varieties, a beautiful self of pale apricot yellow, lightly flushed pink. Immense in both stalk and flower, it particularly attracts those who first see it because of the odd crimped petals.

MING YELLOW Each \$5.00

A yellow without a fault—clear, rich, smooth without venation, big and slightly waved. Habit of growth similar to Depute Nomblot. Mrs. Pattison considers it the most sensational iris she has ever grown, and so states in her catalog.

MISS ARAVILLA 50c; 3 for \$1

Here is a variegata blend of medium size to provide a brilliant mass of color in the garden. Standards deep gold, falls orange red, flaring.

MISS CALIFORNIA Each \$1.00

Gigantic lilac pink, with the growing habits of Dauntless, one of the parents. While not the "pinkest" iris, the shade of this one is quite novel and it surely has every attribute that one could wish for in a perfect flower. One of the highlights from Carl Salbach. See page 17.

MISSOURI Each 50c

A famous clear blue that won the Dykes medal in 1937. The color is particularly fine when afforded light shade from the afternoon sun. Stock still limited.

MISSOURI NIGHT \$1.50

Rich indigo blue, with a purple cast, the haft devoid of veining but enriched with brown at the center. Beard is bright orange. A thoroughly fine iris and the best one we know of this type.

MME. M. LASSAILLY Each \$1.50

A new one from France bearing some resemblance to the variety Amigo, with a more pronounced contrast of blue standards and blackish purple falls edged blue. It won the Dykes medal in 1935. Larger than Amigo, with velvety falls, slightly waved.

MME. LOUIS AUREAU Each \$1.00

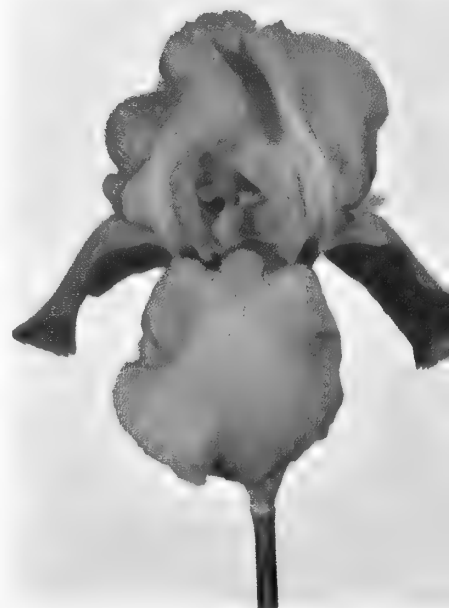
This heavily dotted and sanded plicata from Cayeux is a rival of the series now so popular from the Sasses. It has a ground color of silvery white, closely netted with rosy heliotrope. A very large blossom.



BERMUDA SAND



AMIGO



AZTEC COPPER



COPPER LUSTRE

Bargains

Any 10 for
\$2⁰⁰

Your choice, one of a kind, labeled and
postpaid



CALIFORNIA GOLD
GUDRUN
SIERRA BLUE
HAPPY DAYS
JEAN CAYEUX
SPOKAN
GOLDEN LIGHT
IMPERIAL BLUSH
VENUS DE MILO
CRYSTAL BEAUTY
ELEANOR ROOSEVELT
ALINE
JERRY
JOYCETTE
NOWETA
ROBERT
MELDORIC
MARY GEDDES
RED RADIANCE
SOUTHLAND
WM. MOHR
LEGEND

*FREE: If you will pay the express on the
parcel, we will include COPPER LUSTRE
and NARANJA free. Be sure to designate
this on your order blank, if you wish to take
advantage of this offer.*

for Beginners!

Any 10 for
\$3⁰⁰

Your choice, one of a kind, labeled and
postpaid



COPPER LUSTRE
AMITOLA
BURNING BRONZE
GLORIOLE
GOLDEN HELMET
JUNALASKA
MOUNTAIN SUNSET
SHINING WATERS
LADY PARAMOUNT
NARANJA
MOHRSON
MISSOURI
KALINGA
SEADEEP
DIRECTEUR PINELLE

Or any of those in the \$2.00
Collection on the left



BURNING
BRONZE



JEAN CAYEUX

*FREE: If you instruct us to
send the package by express
collect, instead of postpaid,
you may include TREASURE
ISLAND and ONE
MORE FROM THE
ABOVE LIST without
extra charge. Please
state this clearly
on your order
blank.*



TREASURE
ISLAND

Novelty Collection

9 members of the
Iris Aristocracy
for

\$50.00

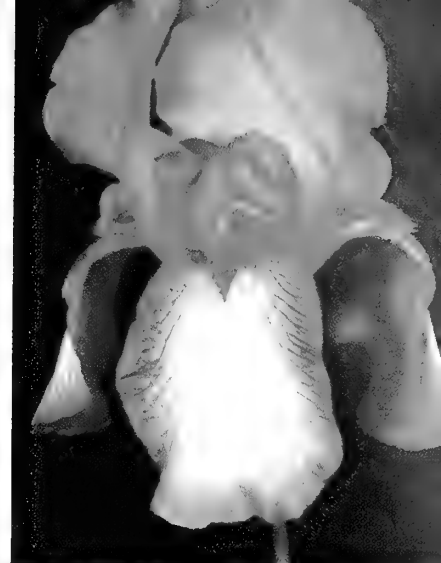
ELSA SASS
FAIR ELAINE
RED GLEAM
MAY DAY
RUTH
POLLOCK
AZTEC COPPER
OLD PARCH-
MENT
ARCTIC
SABLE OR
GOLDEN
MAJESTY



LOUVOIS



GOLDEN TREASURE



SIEGFRIED

ANNUAL \$5 COLLECTION

Any **10** for **\$5.00**

Your choice, one of a kind, labeled and postpaid

ANITRA
DESTINY
FAR WEST
GOLDEN TREASURE
GOLDEN HIND
ITASCA
JASMANIA
KHORASAN

MISS CALIFORNIA
SNOWKING
TREASURE ISLAND
ROSY WINGS
SIEGFRIED
MARQUITA
SANDALWOOD
MARCO POLO

CASQUE D'OR
BIRCHBARK
MOROCCO ROSE
GOOD CHEER
MRS. W. JACQUES
AT DAWNING

(Late in the season we suggest that you make two or three second choices. Last year we sold out of a majority of the varieties in every collection.)

A COLLECTION OF RARE VARIETIES

Any **10** for **\$20.00** Any **5** (Except Ming Yellow and Garden Magic) for **\$10.00**

Your choice, one of a kind, labeled and postpaid

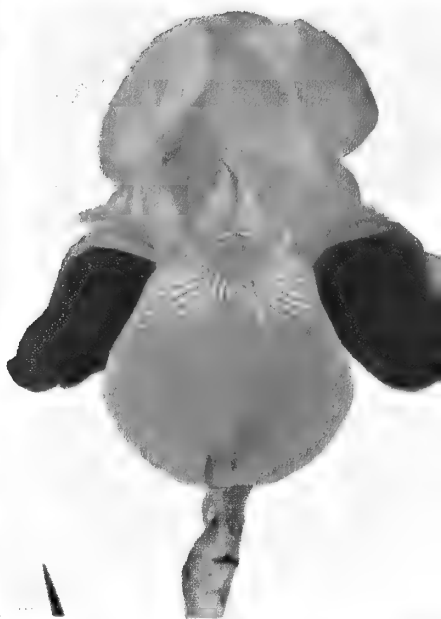
BERMUDA SAND
BONANZA
BUCKSKIN
CHOSEN
CORONET
E. B. WILLIAMSON
ETHIOP QUEEN

GARDEN MAGIC
LOUVOIS
MATULA
MING YELLOW
MODISTE
ORMOHR
ROSELAND

ROYAL COACH
SPRING IDYL
STAINED GLASS
THE RED DOUGLAS
TOKEN
WABASH

STAINED GLASS

THE RED DOUGLAS



RADIANT

MOROCCO ROSE





OLD PARCHMENT



NARANJA



MOHRSON

MODISTE Each \$2.00

A beautiful self of pale mauve, much different from other pale blues and lavenders now available. In color it is similar to the old and lovely "Mlle. Schwartz," but MODISTE is a flower of broad hafts, full rounded shape, and ideal growing habits. Stems are heavy, well branched, and around 40 inches tall. Shown in color on page 4.

MOHRSON Each 50c

A deep violet colored seedling of Wm. Mohr, with darker veins and a rich bronzy gold beard. Here is a spectacular flower, one of the very largest, ruffled and crinkled.

MONADNOCK Each \$2.00

Tall and stately, a bright rose-red self, with flaring falls and smooth finish. A seedling of Marquita, quite late, over 40 inches in height.

MOONGLO Each 35c

Distinct and very large yellow blend from the Williamsons. A smooth and pleasing color that has made this iris popular ever since it was introduced.

MOROCCO ROSE Each \$2.00

Very large rose-pink self, with soft yellow glow at the heart and brownish cast about the haft. We believe it to be the nearest to genuine pink of any iris in this catalog. Unlike most iris of this color, Morocco Rose is a really big flower.

MOUNTAIN SUNSET Each 35c

An indescribable medley of fawn and old gold equally suffused in the standards, and the falls entirely overlaid with varying shades of violet. Novel in shape as well as in color; a blend of pastel tints that invites close inspection. Very late, medium in size, 30 inches tall.

MRS. SILAS WATERS Each \$1.00

Huge primrose yellow self, standards and falls practically the same shade, cream haft. Three feet and over in height.

MRS. WILLARD JACQUES \$1.00

This is a more deeply colored flower than Noweta, which it resembles in type. It has, however, an overtone of buffy apricot, setting it apart from other pinks. Also, it is a very large flower, with rather long falls and pronounced crinkling.

MT. WASHINGTON Each \$4.00

A giant white with the form of Shining Waters. Very tall, wide at the hafts, and broadly flaring, it ranks with the leaders among the new whites.

NARAIN Each 50c

A silky intense indigo blue, with blue beard on a cream throat but without veinings. Rather early, with immense foliage and very large flowers. One of the best blues at any price.

NARANJA Each 50c

The first iris of huge size with a definite orange tone. Falls are ochraceous orange, with a yellow heart, and the standards are bright empire yellow, the beard orange yellow. It gives a pronounced orange effect in the garden.

NEON Each 25c

Bronzy gold standards, falls bright and velvety carmine red, rich and glowing. The beard is a fiery golden orange. When well grown this is a magnificent iris.

NOWETA Each 25c; 3 for 50c

The fluffy ruffled pink that continues in great demand, despite the influx of newer and larger flowers in this shade. Free blooming, medium in size and height, it is unbeatable as a garden subject.

OLD PARCHMENT Each \$7.50

A light creamy tan, with golden buff overlay, a most unusual color break and a distinctly beautiful new iris. Standards are domed and closed, falls flaring and rather tailored in appearance. A perfectly huge bloom, heavy of substance, and the longest lasting variety in our garden. A Kleinsorge introduction of 1939 that we consider the most outstanding recent iris next to Prairie Sunset.

ORMOHR Each \$3; 3 for \$7.50

Shown on the back cover. One of the largest irises in existence, and especially noteworthy because it is a seedling of Wm. Mohr. It reaches 40 inches in height, with several great blooms on well branched stems. Perfectly hardy and a producer of seed and a new race of seedlings. The color is pale lilac with a silvery cast, veined violet.

We have never had a single report of failure with this iris, and we have sold it in every part of the United States and in Canada. In 1939 it was awarded an H. M. by the American Iris Society and last year received an Award of Merit, making it an eligible candidate for the Dykes Medal this year.

OZONE Each 75c

A peculiar and subtle shade of rosy lavender, the same in standards and falls, with a pronounced copper area throughout the center. Large and of ideal shape, a fine grower. Very few plants.

PALE MOONLIGHT Each 40c

Here is a lighter blue than either Sierra Blue or Shining Waters, but with the same rampant growth and lordly blossoms. Very tall, a uniform pale blue with yellow beard.

PATRICIA Each \$5.00

A very clean and sparkling white, semi-flaring in form, with both standards and falls frilled and fluted at the edges. Not a giant in size but very lovely and a welcome addition where size has been an over-emphasized feature.

PINK OPAL Each 25c; 3 for 50c

Tall orchid pink, very clean and waxy with a multitude of large flowers. Beautiful individually or for its garden value.

PRAIRIE SUNSET Each \$12.50

All that has been said about this gorgeous Sass creation is true, but it simply has to be seen to be realized. The blendings of peach, apricot, rose, copper and gold are so well done that one is at a loss to describe it in a manner that might be conceived in the mind of the listener. A fine big flower, and the color will absolutely stun you when first you see it, and every time you see it!

PRINCE OF ORANGE Each \$7.50

A seedling of Far West and Naranja, produced by Dr. Kleinsorge and introduced in 1940. A solid golden orange, one of the richest things in the garden picture. Flowers of medium size, very flaring in form, widely spaced along the branching stems. Very few plants.

RADIANT Each \$1.50

Standards of burnished golden bronze, falls of glowing copper red, one of the most strikingly brilliant iris obtainable. Of better than average size, well branched, and like Orloff it almost blooms itself to death, but strangely enough it increases plentifully and goes ahead to bloom again in the fall occasionally. Shown on page 15.

REBELLION Each \$1.00

Smooth and velvety deep blood red, almost a duplicate of Burning Bronze, except that the coloring is far more vivid. Many richly colored iris spot in heavy rain, but not this one.

RED CROSS Each 50c

A rather bizarre contrast of bright rose-red and white. It is almost an exact counterpart of Mary Geddes in markings and type, but instead of an orange or salmon cast this one appears as rose red.

RED GLEAM Each \$12.00

Here is the red iris that actually looks red, and has been declared the nearest approach to scarlet thus far obtained in this flower. It is of good size, of beautiful semi-flaring form, three feet in height, and a free bloomer. Texture is velvety but excitingly brilliant. Limited stock. A Lapham introduction in 1939.

RED RADIANCE 35c; 3 for 75c

Uniform deep red, a different shade than most other so-called reds. Heavy bloomer and fast increaser.

RHAPSODY Each \$2.50
Like a piece of changeable silk—a symphony in violet purple and brown. Thick substance and velvety surface. One of the last to bloom.

ROBERT Each 25c
A chamois colored self, or, perhaps a yellow-tan would better describe it. Near the haft there is a light suggestion of pale blue. Of perfect shape and smooth substance. Height 3 feet.

ROSARIO Each \$1.50
Beautiful ochraceous yellow, flushed and overlaid old rose. Might be called tourmaline pink with gold suffusions extending from heart of flower into the falls. Deep yellow beard. Form is broadly flaring, very large in size, finely branched and 40 inches tall. A Thole origination of 1939.

ROSELAND Each \$5.00
Another top-notch from David Hall, with buffy rose standards and rich berry red falls edged lighter—a splendid garden effect of bright rose-pink. A giant in size, with 8-inch blossoms, 38-inch stalks. Very late, in the Chicago area it lasts until late June.

ROSY WINGS Each 50c
Winner of the Dykes medal 1939. A blend of rose and copper with excellent form, flaring falls, large size, 40-inch stems. A profuse bloomer and easy grower. To grow this iris at maximum quality, remove some of the excess bloom stalks, as in the case of Itasca. Do it early and the result will surprise you.

ROYAL COACH Each \$1.50
More yellow than any of the others in this new series of Sass plicatas, with definite brown stitching. Observers opine that this is really a "yellow" plicata. Well formed rounded flowers, on 3-foot stems.

RUTH POLLOCK Each \$12.00
The Sass Brothers have produced an interesting line of these yellow ground plicatas during the past three seasons, and here, in their own estimation, is the crowning achievement. The flower is near perfection in all details, a soft smooth tone of light yellow, beautifully marked with reddish stitching. Few rhizomes.

SABLE Each \$7.00
Almost black, a uniform shade of deepest blue-black-violet, with blue beard. Sable has every attribute that a fine iris should possess—large size, tall stalks, thick substance and a wonderfully lustrous sheen. First Class Certificate in the Rome, Italy, trials. This iris will really go places.

SALAR Each \$20.00
Giant affair of creamy flesh entirely dominated by an overlay of salmon. A difficult iris to describe, but the color effect is that of salmon, especially when viewed a few feet distant. As large as Happy Days, and of about the same form.

SANDALWOOD Each 75c
A new fawn-brown blend, showing quite a resemblance to our own introduction, Far West. It carries more mauve tones, is a trifle lighter in general effect, slightly ruffled.

SATSUMA Each \$2.00
Very broad spreading flower of pale brown-pink, faintly shadowed cobalt violet giving a warm tan effect in sunlight. Yellow beard, slightly fragrant, vigorous grower, 40 inches tall. A recent introduction from F. A. Thole.

SEADEEP Each 50c
This is the finest blue bicolor in our catalog. A cross of Buto with Santa Barbara, it combines the deep rich color of the former in the falls with the clean blue of the latter in the standards. It is tall and well branched, blooms prolifically, and the slightly frilled flowers are produced in profusion.

SETTING SUN Each \$2.00
A very deep but fiery red copper, almost blackish in certain lights, a ball of fire in others. The standards are rose-copper, with yellow at the base. A recent thing from the late Dr. Kirkland, originator of Copper Lustre.

SHAH JEHAN Each 25c
Standards are creamy buff faintly edged lavender, the falls very rich velvety chestnut merging into purple, thence gradually fading out to a margin that repeats the color in the standards. Beard is rich orange. An oriental blend.

SHINING WATERS Each 30c
Clear and clean blue, like the reflection of an azure sky in crystal waters. The wax-like texture of the petals has a striking contrast in the orange beards. Height 4 feet, large, flaring falls, but a little tender.

SIEGFRIED Each \$2.00
An iris they are all talking about, and one which every grower will want to own, once the price is within reach. A flower of really huge size, pale sulphur yellow, overlaid with a stippling and dotting of purple. A slightly buffy overtone blends the colors together. Shown in natural color on page 15.

SIERRA BLUE Each 25c
A soft, clear, enamel-like blue. It is of tall and stately habit, sometimes reaching over 5 feet, with many buds to the stalk. In 1935 it won the Dykes medal, and is a consistent flower show winner.

SIOUX CITY Each \$4.00
Light heliotrope purple, with a sheen of glossy pink. A big flower that brought a prize to the originator, W. S. Snyder, when exhibited at Sioux City as a seedling.

SIR KNIGHT Each 25c
Rich purple bicolor, with more clear purple and less bronze than Destiny. Gigantic in size, with petals like plush, it ranks as one of the best of dark irises.

SIR LAUNCELOT Each 35c
Gleaming chestnut red, with bright golden brown standards. It is lighter than Spokane, with more orange in it, and with brighter red falls. Of good size and medium height.

SIR MICHAEL 25c; 3 for 50c
Long a standard iris in almost every catalog, and still without improvement in its color class. Bright blue standards, stained bronze, rich mahogany toned falls, with fiery orange beard.

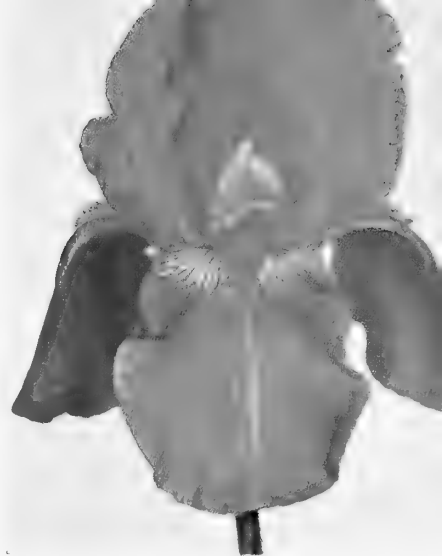
SMOLDER Each \$2.00
Deep blackish purple, with red underglow, self color. Beard brown, giving the flower a very deep and especially rich appearance. Fragrant, well branched, and of large size.

SNOQUALMIE Each \$2.00
Good cream toned irises are becoming very popular and here we have one of the very best. Of thick and leathery texture, large in size and with flaring falls, the color is an even deep cream. Very tall and a fine iris in every way.

SNOW FLURRY Each \$13.50
Well named pure white, the large blooms produced in unbelievable numbers per stalk. Individual blooms are huge and of a ruffled appearance. Very few rhizomes.

SNOW MAIDEN Each 25c
A pure white of very low growth, 10 inches, clean and lovely, producing an almost unbelievable quantity of bloom. Like a drift of newly fallen snow. Blooms with the tulips.

SNOWKING Each 75c
Regal in bearing, with broadly flaring great white blossoms, lit with gold at the throat. Heavy of substance, bold and strong in growing habit. 3 feet tall. A wonderful and thoroughly hardy white from the Sasses.



TOKEN



MISS CALIFORNIA



GOLDEN LIGHT



FAR WEST

SOLITUDE**Each 35c**

Nothing gay or flashy about this flower, but for those who can appreciate subtle beauty in a sombre iris we are certain this one will be most welcome. A self of blackish mulberry, with beard in harmony.

SOUV. DE F. DENIS**Each \$1.00**

Cayeux's entry for the blackest iris. It is indeed dark, with squarely held falls and a deep bronzy beard. Neither large nor tall, but very dark.

SPOKAN**Each 35c**

A solidly colored deep chestnut red, of great size—one of the very largest—with an odd coppery suffusion throughout. The standards are of a brownish tone, and the center is highly lighted with gold. At this price you should not defer having it in your collection.

SPRING IDYL**Each \$3.50**

Milk white shading into orchid pink, the pink very pronounced at the top of the standards and the bottom of the falls. Beard lemon. The stems are tall and wiry, the blossoms amply spaced. This iris is a very delicate affair, giving a sort of apple blossom effect in the garden. It provides a remarkably pink note, a truly lovely new thing from E. G. Lapham, of Elkhart, Indiana.

SPUN GOLD**Each \$25.00**

The new and sensational yellow referred to by some as the first velvety deep yellow. As we write the catalog we have not seen it bloom, but we have a few rhizomes to spare this year.

STAINED GLASS**Each \$5.00**

A copper-red self, one of the most brilliant iris we have ever seen when viewed with the sun behind it. In such a light it resembles nothing quite so much as stained glass . . . rich, glowing, almost aflame! Make no mistake, this is not a red iris, but a solid copper of a reddish tone, the same all over except for the bronze yellow beard. From Dr. Wilhelm, of Chicago, for whom we introduced it last season. See page 15.

SWEET ALIBI**Each 50c**

Deep cream with an inward glow of green, a very large flower and vigorous grower. From California, it has proven reliable in the mid-West and East.

TENAYA**Each 25c**

An extremely dark and glowing uniform red-purple, with brownish undertone. Gives a color effect somewhat like Wotan, but the flower is rounded in shape and without haft venation. The richness is emphasized by the brown-gold beard.

THE BISHOP**Each \$2.00**

A smooth and even toned rich purple self, with very intense coloring. This iris is just coming into popularity, having earned its way without fanfare.

THE BLACK DOUGLAS**Each 25c**

Large blackish purple of even tone, different in its "black" effect as compared to Black Wings in that it is on the red-purple side instead of being blue-purple, as in the case of the latter. Medium height, fine form, and very velvety surface.

THE RED DOUGLAS**Each \$3.00**

Possibly more glamour was attached to the introduction of this variety than any iris in recent years. Simply colossal in size, as smooth and heavy as a piece of richest plush. It is deep rosy-wine-red, solid at the haft, with a brownish cast near the center, beard rich orange. It is not the reddest iris by any means, but the coloring is gorgeously rich and deep, and most critics agree that it ranks as one of the ten best iris in commerce. Shown on page 15.

TIFFANY**Each \$2.50**

The third member of that great Sass plicata trio, the others being Orloff and Siegfried. It is soft yellow in color, with stitchings of bronzy-pinkish-violet, if you can imagine such a combination. Less formal in appearance than Siegfried, and gives a yellow rather than a creamy-tan garden effect. Very large, ruffled, vigorous growing and reasonably tall.

TIGER-TIGER**Each 35c; 3 for 75c**

A big bright red iris with tan standards. Withdrawn last year in order to propagate stock.

TOKEN**Each \$3.00**

Many qualified critics have seen this new iris and the usual pronouncement is "a glorified Mary Geddes." Carrying much of the same salmony-orange-brown blended effect, Token is a far finer individual flower—larger, of better form, and with smoothly colored falls. Standards are old gold flushed rose, falls rosy brown-red, with very little haft venation. It does not fade and is a husky grower, 38 inches tall, with blooms having a 7-inch spread. A 1939 introduction from David Hall, of Chicago. Shown on page 17.

TREASURE ISLAND**Each \$1.00**

A truly gigantic flower of bright, clear, rich yellow. Tall stems, not a trace of Dykes blood in its parentage, hardness beyond question. This fine iris never shows a trace of purple flecking, a fault which often crops out in many otherwise excellent yellows, nor is it marred by an olive cast, another shortcoming of a few others. The colored plate on page 14 is an accurate reproduction.

**WABASH****TRYPTICH****Each \$10.00**

A large rich yellow produced by J. D. Warcham, of Cincinnati, Ohio. Selected as a favorite from his seedlings when the Iris Society met there a couple of seasons ago. As it bloomed here, the color is about the same shade as that of Chosen.

VEDETTE**Each \$2.00**

A Cayeux introduction from France, with delicate chamois and gold blendings. The gold iridescence is especially pronounced along the edges of the falls. Of a unique crinkly effect. Height 36 inches.

VALIANT**Each 50c; 3 for \$1**

Lovely blue blend, with deep red-orange beards. A large and tall iris which appeals to those who appreciate oriental colorings.

VENUS DE MILO**Each 25c**

Pure white, of a warm creamy tone, with no haft markings and a bright yellow beard. The most popular white iris in commerce; a splendid grower and free bloomer, it well deserves the honor of runner-up for the Dykes Medal in 1936. Three feet tall, well branched.

VISION**Each 25c**

A large variegata with bright yellow standards and rich red-brown falls, margined yellow. When well grown this can be remarkably striking. It seldom does its best the first season.

WABASH**Each \$1.50**

A new iris so far in advance of others of similar coloring that they are simply not in the race. With clean white standards and bright purple falls, it might have been called "Elk's Temple," so well does it call to mind the colors of that well-known fraternal organization. The flowers are large and are borne on well branched stalks almost 40 inches in height.

WAVERLY**Each \$2.00**

A 40-inch clear light blue, highly commended by all judges who have seen it. It is very early in the tall bearded class, clean in color, with widely flaring falls and nice branching.

WILDFIRE**Each \$1.00; 3 for \$2**

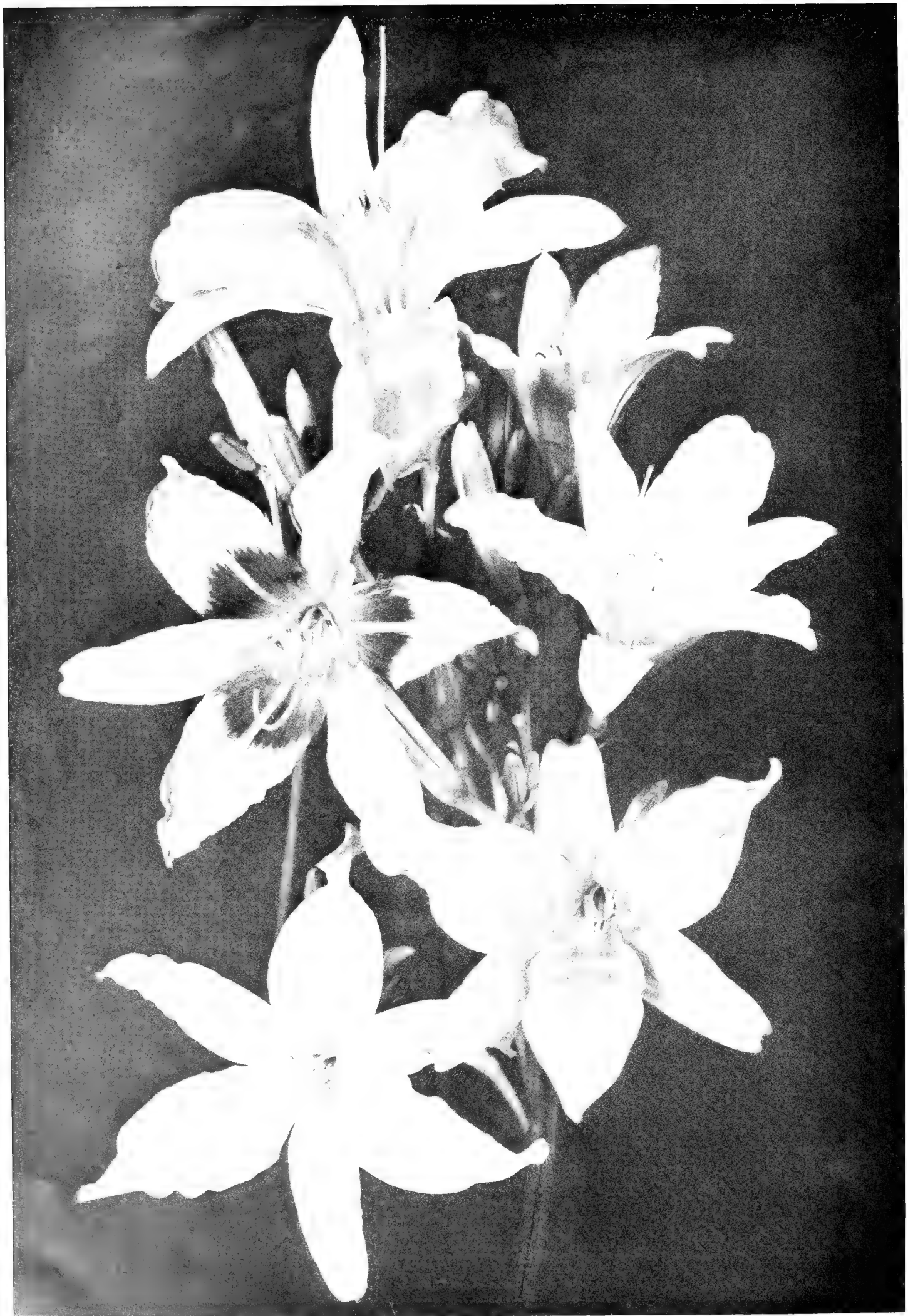
While not a large iris, this is surely well named. It is one of the brightest and nearest to true red of any of this class. An undertone of brown at the center is accented by a reddish brown beard.

WM. MOHR**Each 25c**

The entire bloom is a self of pale lilac closely netted and veined deep violet, producing a weird, yet very lovely effect. A monster flower, of medium height, with small foliage. Does better if divided and transplanted at least every other year.

WAR EAGLE**Each 25c**

One of the largest iris ever produced, it will often carry away honors for the biggest bloom in the show. Deep mulberry red, with prominent haft markings and yellow beard.



Modern Daylilies – HEMEROCALLIS

Said Fleeta Brownell Woodroffe, in an issue of the *Flower Grower* magazine . . . "Daylilies, though far from new, are definitely among the important perennials of today. They have revolutionized the planting of hardy gardens, because now new hybrids of the yellow Daylilies can be had for the unfailing supply of their truly lily-like flowers from tulip time till early frosts. And these are adaptable, hardy, and easy to grow . . .

"Frilled, fluted, powdered with gold dust, decorated with fetching patterns in crisp apple green, dusky maroon, and chocolate brown—or wearing shadowy halos of rose and terra-cotta, July's Daylilies are a glorious sight . . . They spill over into the walks with their amazing array of starry-faced trumpets.

"It is this dependable succession of bloom coupled with their surprising adaptability and their utter freedom from miffiness of any kind which puts these newer Daylilies 'way out in front . . . in Cuba, Florida, Louisiana, Mexico and Southern California, Daylilies lift their clusters of golden lily-like flowers as happily as along the northern line of Minnesota and Maine."

List of varieties:

AMARYLLIS **Each 75c**

Tall golden orange, the large blooms shaped like an amaryllis. Heavy petals, with great depth of color. Midsummer flowering.

GEORGE YELD **Each \$1.00**

The largest variety in our collection, a huge flower on 4-foot stems. A blend of buff, apricot, orange and terra-cotta. Wide spreading type of flower, borne high above the curving foliage.

GOLDENI **Each 50c**

One of the most distinct in the list, a very rich orange-sherbet, with salmon undertone. Very free producer of flowers, medium in height.

GOLDEN DREAM **Each \$1.00**

A beautifully formed flower of richest and yet brightest orange-yellow. Of true lily shape, with very heavy texture and strong upright stems.

HYPERION **Each \$1.00**

One of the special glories of June and early August, a huge bloom of light lemon yellow, spread wide at the mouth and with broad petals slightly crimped at the edges. Regarded by many as the best of all Daylilies.

J. A. CRAWFORD **Each 75c**

Bright yellow with apricot tints, in form similar to the perfection of Golden Dream. More yellow than orange, however. A very vigorous grower and heavy bloomer.

MANDARIN **Each 50c**

Clear lemon yellow, with greenish cast in the heart of each blossom. Very tall, wide open, recurved type of flower. Narrow individual petals, but with a spread of six inches or more.

MIKADO **Each \$1.00**

A bi-color affair of bright orange with the central zone of each petal blotched ruddy purple. A tawny but striking combination, wholly different from others in the list.

MODESTY **Each 75c**

Pale yellow self, with raised midribs on reflexed petals. Individual in appearance, its waxen-hued blossoms make an excellent contrast when planted with the orange or tawny toned varieties.

MRS. A. H. AUSTIN **Each 75c**

Extra fine deep golden orange, one of the very largest, of very heavy texture. Midsummer bloomer, lasting over a long season.

OPHIR **Each 75c**

Dark golden yellow, on stems that reach 42 inches. Of true lily form, borne high above the foliage. A fine and contrasty companion to Mandarin or Modesty.

PALE MOON **Each \$1.00**

Very pale yellow; well named. This is the lightest in tone of any we list, with wide open flowers of large size, freely produced on fine stems.

WAU-BUN **Each \$1.50**

Light cadmium yellow, faintly sprinkled with traces of fulvous red. Glistens with a golden sheen, and the broad petals are slightly twisted and curved. Ranks near the top as the best Daylily of all.

WOODLOT GOLD **Each 75c**

Deep golden yellow, a shade near Golden Dream, but not quite such a robust grower. It blooms at a different time, too, so that one could use both in the same garden to advantage.

HEMEROCALLIS COLLECTION

Your choice of **any 6**, one of a kind,
for **\$3.00**

Labeled and Postpaid

GOLDENI

WAU-BUN

MIKADO

HYPERION

OPHIR

AMARYLLIS

MANDARIN

MODESTY

These plants are not small divisions, but full field grown clumps, dug intact with full root system. They will make wonderful clumps in your own garden the first season. Shipment will be made in the fall, from mid-September on, or slightly earlier by request.

NOTE: If you will pay the express on the package, you may have all 8 of the above for the same price -- \$3.00!



GLORIOLE

Here is a lot for \$1

Are you one of those flower lovers with only a dollar or two to spend, but with a gnawing desire to own some modern irises? Or perhaps you have never grown irises at all, and you would like to experiment a little; see for yourself just what they are like and how they will perform in your own garden, under your particular conditions, before going in for the more expensive sorts.

If so, this suggestion should appeal to you . . .

OFFER A **for \$1** we will send you not less than 10 different irises, all named varieties but not labeled. There will be a complete color range, and the plants will be the regular size and grade as sent out on all orders. You will be delighted and surprised with the results when they bloom for you.

OFFER B **for \$2** we will send you not less than 25 different irises, all named varieties, but not labeled. Same quality as above.

And if you want them NAMED AND LABELED, here is something else that gives you double value for your money:

OFFER C **for \$1** you can have four 50-cent irises, but the selection must be left to us. Maybe they will be listed at over 50 cents each, but not less. Since it is to our interest that you be well pleased, you can depend upon these irises being real top-notchers. We know that if you are not satisfied there is small chance of your becoming a future good customer!

OFFER D **for \$2** you can have eight 50-cent irises, but as outlined in the offer just above, the selection must be left to us. If you do not already have a fine iris collection, the results from these offers will surely start you on the road to one!

Please do not request us to make any changes in the above. We cannot permit selection of varieties by the customer, and we cannot label collections A and B. At the prices quoted, we make very little, if any, profit, but we do hope to build up iris interest and acquire your confidence as a future customer.

Cooley's Gardens, SILVERTON, OREGON

Date _____

DATE WRITTEN _____ Amount enclosed \$ _____

SUBSTITUTIONS will not be made unless you request. If supply of a variety you have ordered is exhausted, may we send you another, of equal or greater value? Please answer yes or no.

[illegible]

...man in Society

Every gardener interested in Iris should join that company of flower enthusiasts who own a copy of *The Iris Garden*. *The Iris Garden* is a \$4.00 volume, includes over 100 pages of color plates and 100 pages of text. We could be proud to

TEAR OFF HERE

[illegible]



WATTEAU

MASTERPIECE

PROSERPINE

ORIENTAL POPPIES

CULTURE OF ORIENTAL POPPIES

There is nothing more brilliantly attractive—more strikingly noticeable in any garden—than a clump of Oriental Poppies. Many times I had bought plants, only to have them die, and many times I had planted seed—but with very little success—simply because I did not know how to care for them. Finally I bought plants in the dormant season and set them out. After becoming established in their new home they made wonderful growth in the Fall.

Oriental Poppies are quite hardy, and stay green most of the winter under a light covering, which they should have. When

spring comes the plants make rapid growth and very soon big fat buds appear. In a few days, these buds burst into a radiant brilliance, to my joy and satisfaction.

Do not buy Poppies in the spring and expect them to do their best. Buy them in their dormant season, in August or early September—carefully plant them—let them get their roots firmly established—the little feeding roots active and ready for quick work in the spring, and you will have glorious Poppies in your garden, and a thrilling satisfaction in your heart.—From *The Flower Grower*.

ORIENTAL POPPIES

AMUN RA

Each 75c

Red-orange, 28 to 30 inches high, flowers 8-9 inches across. Outstanding quality.

ENCHANTRESS

Each \$1.00

Soft lilac-rose, a near approach to lavender. Opens perfectly, holds its color remarkably well for this shade. A true novelty of exceptional merit. Only a very few plants.

HENRI CAYEUX

Each 75c

Deep old rose, shaded into wine color. An unusual and very beautiful poppy quite unlike any other. Should be grown in a spot protected from hot afternoon sun.

JEANIE MAWSON

Each 75c

Melting peach-pink, very lovely and quite different from all others in its most attractive coloring. Large and fine.

KING GEORGE

Each 50c

Large fringed flowers of brilliant scarlet, petals deeply cut like a parrot tulip. Medium height, fast increaser.

MANDARIN

Each \$1.00; 3 for \$2.00

Appropriately colored Chinese red, of great size. There are no basal spots on the huge flowers. Seldom listed, it was declared by many of our visitors last year to be the finest and most spectacular poppy of all.

MASTERPIECE

Each \$1.00

Lilac color, marvelous flower, but should be grown with slight protection from the sun to prevent fading of the delicate color.

MRS. FISCHER

Each \$1.00; 3 for \$2.50

Extra large, very deep red poppy on the tallest stems of any in our collection. It will easily reach 4 feet regularly, with uniformly perfect flowers, silky in texture, one of the very best at any price.

OLYMPIA

Each 25c; 3 for 50c

A fluffy double poppy of soft orange, with gray stamens in the center. Very free bloomer, and the only double variety in the list. Increases very rapidly by runners, so plant away from other varieties.

PEARL PINK

Each \$1.00

Very fine and distinct; a delicate shade of light pearly pink, vigorous and prolific. Appears like one large tulip within a larger one. Its delicate color cannot stand the strong reds and bright salmons, and to see it at its best, should be planted with blue iris or an early delphinium. Stock limited. Medium height.

PERFECTION

Each \$1.00

Large deep flowers, entrancing shade of pink with immense black spots at base.

PERRY'S BLUSH

Each \$1.00

Blush white, beautifully formed and a profuse flowering variety. Stock of this is quite scarce.

PROSPERINE

Each \$1.00

Most brilliant Chinese red, the center alive with black stamens. Of great size, flowering over a very long period. Shown on page 25.

QUEEN LOUISE

Each 75c

A melting strawberry pink flower of good finish, with prominent black and red base spots. To 40 inches tall.

RED LACQUER

Each \$1.50

A new deep dark red, of strong appeal. Stiff erect stems to 44 inches tall. Blooms 7 to 9 inches across. Well named.

SPLENDOUR

Each \$1.00

Brilliant, huge, entirely novel in color, this blend of peach and apricot, entirely overlaid salmon, is unlike any poppy we have ever seen. Very late, and a vigorous grower.

WATTEAU

Each 75c

Pure flesh-coral; covered with flowers. No blotch on petals. This is one of the rarest and loveliest in our list.

WURTEMBERGIA

Each \$1.00

Enormous cerise scarlet; very tall growing. An outstanding flower, attaining almost unbelievable size.

Here is a special note: Poppy plants are rather unusual things to look upon when they arrive from the nursery, and because they have no top when dormant, some folks may doubt their quality or ability to grow. Look for the end with the tiny white buds—plant it upright, water it, and before long the fern-like foliage will appear.

ORIENTAL POPPY COLLECTIONS

JUNIOR COLLECTION

Six for \$2, postpaid

PERFECTION, clear pink, black base.
JEANIE MAWSON, melting peach pink.
PERRY'S BLUSH, blush white.
PROSPERINE, Chinese red, black base.
WATTEAU, flesh pink.
WURTEMBERGIA, giant cerise-scarlet.

SENIOR COLLECTION

Six for \$4, postpaid

MRS. FISCHER, largest blood red.
MASTERPIECE, delicate lavender.
MANDARIN, clear Chinese red.
PEARL PINK, pearly white.
RED LACQUER, huge brilliant red.
SPLENDOUR, late ruffled salmon.



Yours truly

This catalog is yours with our compliments, and we are happy to have you own a copy. Each year we endeavor to add new features, and to bring you a beautifully illustrated resume of the newest and best in modern irises. A multitude of our customers have written us that these catalogs have been saved and treasured as permanent pieces in their garden libraries. We take pride in this compliment.

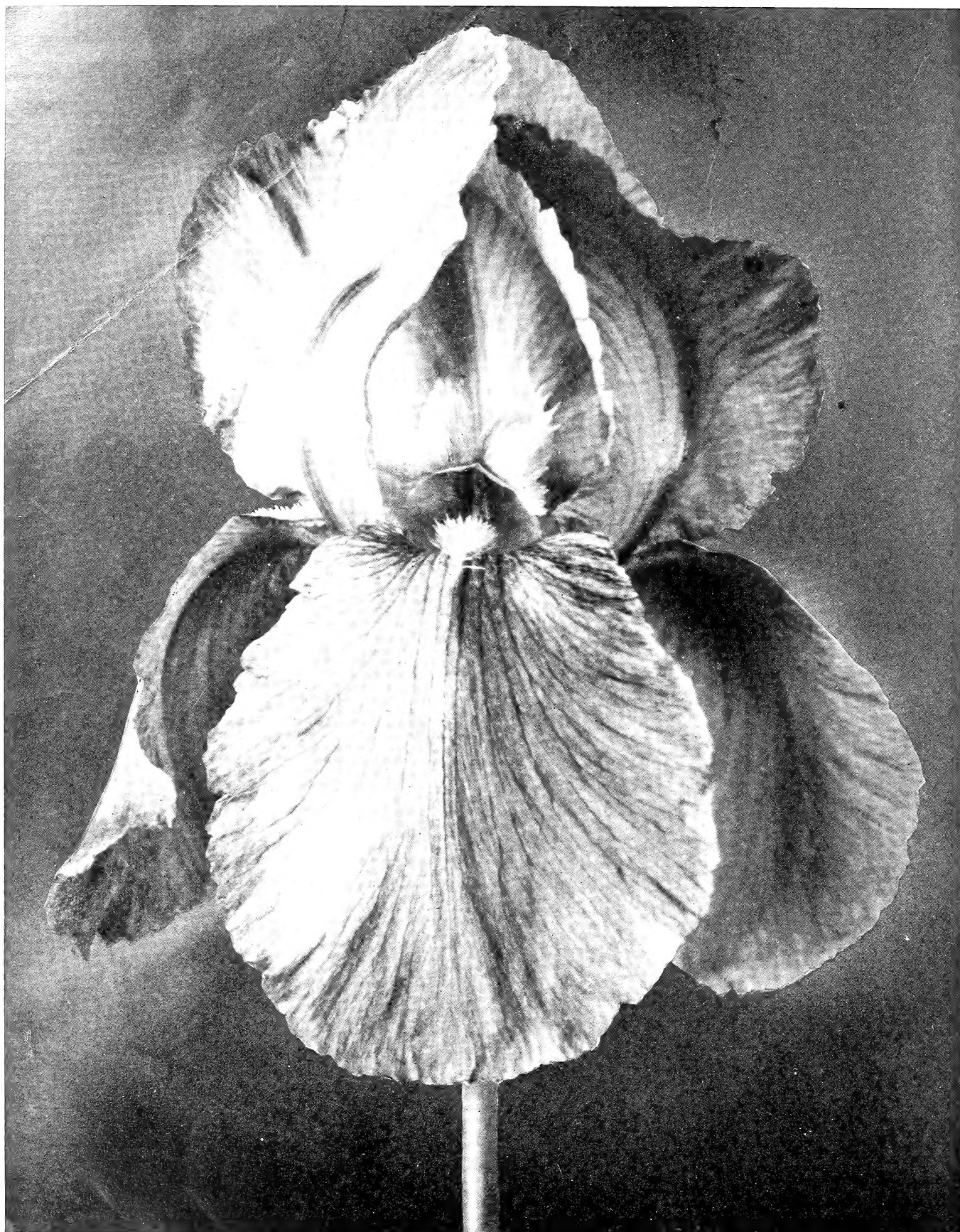
but—

A catalog of this type represents a heavy expenditure on our part. One could be printed with a like number of pages and identical reading matter, but on plain paper rather than glossy enamel, and with ordinary black and white photographs and lacking any color plates, for a small fraction of the cost of this book. We could save a lot of money that way. Why don't we do it? . . . Because our business has grown constantly under the present policy, and our thousands of customers have lent encouragement toward its continuation.

and so—

Here is the purpose of this little note . . . for two years we have mailed our catalog to thousands of people who have not indicated an interest to the extent of sending us an order. . . . Obviously, we cannot continue to do so, other than at a loss. We are thus suggesting that if you wish to continue receiving the catalog, will you not at least send us a trial order this year? It would please us greatly, and we know that you would be more than pleased with the plants.





ORMOHR

COOLEY'S ***GARDENS***
SILVERTON, OREGON